

Menthol Kick-off Sales Meeting

March 6, 1996

The timing:

- 1:00 - 1:15 Welcome -- Beach Bar (non-alcoholic) Refreshments
- 1:15 - 2:45 Guided Island Tour -- Business Presentation
- 2:45- 3:45 Island Hop -- Island Tour
- 3:45 - 5:15 Cultural Exchange -- District Breakout Sessions
- 5:30 - 6:00 Localize / Globalize: Wrap Up Discussion
- 6:00 - 6:15 Tourist Board Concluding Remarks
- 6:15 - 7:00 Cocktail Hour -- Island Refreshments
- 6:45 - 8:30 Dinner -- A Taste of the Islands
- 8:30 Return to Home Port -- Souvenir Gift

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Travel Itinerary

• **1:00 - 1:15** **Welcome -- Beach Bar Refreshments**

Guests arrive to low-key island music and non-alcoholic refreshments. Check-in, informal socializing, receipt of passport.

• **1:15 - 2:45** **Guided Island Tour -- Business Presentation**

1:15 - 1:30 *Doug Nelson, Vice President Region I Sales*

- Opening Remarks
- Region I Overview / State of the Business

1:30 - 1:45 *Suzanne LeVan, Vice President Premium Brands*

- Premium Brand Portfolio Overview
- Parliament Menthol Introduction

1:45 - 2:15 *Shelby Rafferty, Associate Brand Manager*

- Situation Analysis / Porter model*
- Parliament Lights State of the Business
 - Menthol Category Overview
 - Parliament Menthol Lights Line Extension
 - Product Rationale and Strategic Positioning
 - Audience Profile
 - Marketing Plan Overview
 - Distribution, Sales and Marketing Objectives
 - Parliament Brand Family Updated Packaging
 - Parliament Menthol Lights Advertising & Media Support
- (2:05)

Packaging and Advertising Support Materials Revealed

2:15 - 2:45 *Field Sales Force Team Representative*

- Parliament Menthol Lights Island Tour
 - Introductory Point of Sale
 - Retailer Offer: Selling Against Benefits
 - Retail Promotions
 - Merchandising & In-store Positioning

Retail, POS, Merchandising Support Materials Revealed

• **2:45 - 3:45** **Island Hop -- Island Tour**

Beach Bar Refreshments -- Island Hop Island Tour

Guests walk around to visit each island and create their own complete sales planner by adding fact sheets from each of the key areas to create a stand-alone information guide. At each island, passports are validated to show port of entry/exit.

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